

# MANOJ VENKADESH

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## PROFESSIONAL EXPERIENCE

### Lemma Technology

Media Planner

November 2023 - Present

### Media Planning DOOH

- **Client Collaboration:** Understanding client advertising goals, target audience, and overall marketing objectives
- **Market Research:** Based on the client requirement, we conducted comprehensive market research and analysis to identify suitable media channels, considering consumer behavior, market trends, and the competitive landscape.
- **Media Channel Selection:** As our current organization is into digital advertising, we choose the most effective mix of media channels only from digital media (online ads, social media, email marketing), based on client needs and channel performance evaluations.
- **Budget Allocation:** To get the best outcome, we managed advertising budgets, allocating resources across various media channels while maintaining cost efficiency.
- **Media Planning:** Create and executed well-structured media plans, defining the date & time, placements, frequency, and projected reach of advertising campaigns.
- **Cross-Functional Collaboration:** Collaborated with cross-functional teams, including creative departments, account managers, and digital marketing teams, to ensure media strategies aligned with broader marketing objectives.
- **Creatives & Messages:** Based on the marketing objectives, channels & placement we ensure the Ad message is uniform and delivering the right message to meet the goals.
- **Vendor Negotiations:** Established and maintained strong relationships with media vendors, securing advantageous pricing and placements.

### Self Achievements:

- Being a performance marketing background & learned DOOH media planning within a short span & contributed to the team on every tough situation.

## Performance Marketing

- **Multi-Platform Expertise:** Managing and optimizing PPC campaigns on various platforms, including Google Ads, Facebook/Instagram (Meta), and LinkedIn, delivering results across different advertising channels based on the marketing objectives.
- **Tracking and Analytics Implementation:** Ensured website tracking and data collection by integrating tracking codes, such as Google Tag Manager (GTM) and Google Analytics, across advertising campaigns.
- **Cross-Functional Collaboration:** Collaborated with cross-functional teams, for integration of GTM on website, working with designer for creatives & with SEO team for basic hygiene check of the landing page,
- **Keyword Research:** Conducted in-depth keyword research on each platform to identify high-performing search terms, match types, and negative keywords, enhancing campaign relevance and performance.
- **A/B Testing:** Designed and executed A/B tests for ad creatives, landing pages, and bidding strategies on various advertising platforms to maximize campaign reach and engagement.
- **Client Interaction:** Acted as a point of contact for clients, maintaining strong client relationships, and providing strategic guidance on PPC advertising campaigns across multiple platforms.

## Case Study: Healthcare Industry Campaign

- **Challenge:** Client is looking for potential leads for specific conditions which help them to increase the footfall, OPD & IPD and along with that improving the online brand visibility.
- **Approach:** Symptoms & conditions wise keyword targeting, ad copy which follow the google guidelines, landing page optimization avoid terms which can get into violations, Creatives for Meta ads. Using the Google & Meta ads for generating leads. Maximum budget allotted to google & minimum on Facebook to maintain the quality as well as the quantity of leads.
- **Results:** Increase the footfalls in Hospital, increase in general surgeries (piles, hernia, varicose veins) & based on the conversion budget is allotted to the conditions.

## Case Study: Education Industry Campaign (Aviation)

- **Challenge:** Due to some establish brand in market my client get difficult to get student admissions generating leads.
- **Approach:** We have started with branding campaign on Google (YouTube) & Meta using videos, later 15 days we have started with Google search ads with a responsive landing page & on meta we created lead gen campaign and selected audience who is engaged on our video campaign this help me to get leads from those person who already know my brand through video.
- **Results:** We have generated good number of quality leads from Google & Meta, and month on month we have seen improvement in admissions. My campaign conversion rate is more than 15% & CTR is around 12%.

## Achievements:

- By increasing the budget by 2x our client revenue ( Healthcare ) by increased 3x in a year.
- During non admission season our client is getting admission continuously (Aviation) and maintain the same budget through out the year.
- We have seen a drastic improvement in brand keywords due to our branding campaign (video

**Job Role**

- Contributed to the management and optimization of PPC advertising campaigns on Google Ads and Meta platforms as part of a collaborative team effort.
- Conducted keyword research, ensuring the selection of high-performing search terms and effective match types to improve campaign performance.
- Assisted in ad copywriting to enhance click-through rates (CTR) and overall ad quality.
- Participated in bid strategy development to increase ad visibility and return on investment (ROI).
- Supported the implementation of A/B testing for ad creatives, landing pages, and bidding strategies, driving campaign optimization.
- Engaged in data analysis to identify opportunities for campaign improvement, helping to enhance key performance metrics such as CTR and conversion rate.
- Assisted with budget management, closely monitoring spending and contributing to efficient resource allocation.
- Worked with the team to generate reports and dashboards, helping to track the effectiveness of PPC campaigns and providing insights for potential improvements.
- Collaborated in the setup of tracking and analytics tools, including Google Analytics and Google Tag Manager, to ensure accurate performance measurement.
- Maintained awareness of industry trends and best practices, adapting PPC strategies to capitalize on emerging opportunities.

**Case Study: Real Estate Industry Campaign**

- Challenge: Promoting 5 property within the same city & the budget is vary depend on the locations.
- Approach: Search keyword which contain local area name with flat configuration and in creatives for display & Meta ads we mention price, location along with flat configuration for generating leads. Maximum budget allotted to google & minimum on facebook to maintain the quality as well as the quantity of leads.
- Results: Due to CRM, we get to know the quality of each leads hence during the fesive season we are getting good booking & in normal days overall makret is low. Hence based on this learing we use to allot the budget season wise.

March 2020 - June 2020

## **IDigitalise**

### Digital Marketing Internship

- Embarked on a dynamic learning journey within the digital marketing team, focusing on the acquisition of specialized knowledge and practical experience.
- Actively engaged in tasks related to dashboard reporting for Google and Facebook Ads, rapidly gaining proficiency in using these advertising platforms and their analytics tools.
- Collaborated closely with the SEO team, actively contributing to on-page and off-page SEO strategies, keyword research, and content optimization as part of a valuable learning experience.
- Supported the digital marketing team by taking on responsibilities across various aspects of PPC campaigns, SEO, and other digital marketing initiatives.
- Leveraged the internship experience as an invaluable opportunity to cultivate essential digital marketing skills while absorbing guidance from seasoned professionals.

## **EDUCATION**

Bachelor of Management Studies June 2014 - March 2018

Vidyalankar Institute of Technology, Wadala

## **SKILLS**

- Attention to Detail
- Time Management
- Creativity
- Critical Thinking
- Analytical Skills
- Client Relationship Management
- Adaptability
- Problem-Solving
- Organizational Skills